

## REMARKS

The Official Action dated March 9, 2005, has been carefully reviewed and the foregoing amendment has been made in response thereto. Prior to entry of the foregoing amendment claims 1, 3-9, 11-17 and 19-24 were active in the present application. Claims 1, 3-9, 11-17 and 19-24 stand rejected under 35 U.S.C. §112, first paragraph, as failing to comply with the written description requirement. Claims 1, 3-9, 11-17 and 19-24 stand rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claims 1, 3, 4, 7, 9, 11, 12, 15, 17, 19, 20 and 23 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,581,058 (Fayyad), in view of U.S. Patent No. 6,058,373 (Blinn), and further in view of U.S. Patent No. 6,330,563 (Heckerman). Claims 6, 8, 14, 16, 22 and 24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Fayyad, in view of Blinn, and further in view of Heckerman, and further in view of U.S. Patent No. 6,430,539 (Lazarus).

### Rejection of claims under 35 U.S.C. §112, first and second paragraphs

Upon review of claims 1, 3-9, 11-17 and 19-24, the applicant is in agreement with the Examiner that the claims as originally filed fail to satisfy the requirements of 35 U.S.C. §112, first and second paragraphs. Accordingly, Applicant has presented amendments to independent claims 1, 9 and 17 to more clearly and accurately define the subject matter which applicant regards as the invention. In addition, several amendments to the specification have been presented to correct inaccuracies in the written description of the invention.

It is believed that the amendments to claims 1, 9 and 17 and the specification overcome the rejections of the claims under 35 U.S.C. §112, first and second paragraphs.

Rejection of claims under 35 U.S.C. §103(a)

The rejections of claims 1, 3-9, 11-17 and 19-24 under 35 U.S.C. §103(a) as being unpatentable over Fayyad, in view of Blinn, and further in view of Heckerman and Lazarus are respectfully traversed.

Independent claim includes the limitation “the data model is mapped to aggregate the transactional data for cluster analysis of shopping behavior,” independent claim 9 includes the step of “mapping the data model to aggregate the transactional data for cluster analysis of shopping behavior,” and independent claim 17 includes the element “means for mapping the data model to aggregate the transactional data for cluster analysis of shopping behavior.” It is not seen that these limitations are taught or suggested by the cited references, taken singularly or in combination.

Column 6, lines 43 through 55 of Heckerman was cited as disclosing “the data model is mapped to aggregate the transactional data for cluster analysis of shopping behavior.” Column 6, lines 43 through 45 are presented below.

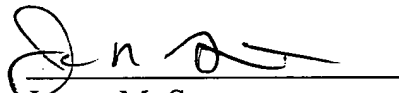
In this section, description is provided of an architecture for automated data analysis. More specifically, the architecture provides for model fitting and model selection and explanation and visualization to produce automated data analyses. In one embodiment, the analysis to which the architecture is applicable is limited as follows. First, the analysis is limited to predictions that a computer user will take (e.g., what ads they will click through on the web, what stories they will read on the web, what products they will purchase on the web) based on other information known about the user. When the actions predicted are user preferences, this task is occasionally referred to as collaborative filtering. Second, the analysis is limited to segmentation of users into a set of clusters such that users in the same cluster exhibit roughly the same behavior and users in different cluster exhibit different behavior. Third, the analysis

is limited to data that includes both transactional and non-transactional data (as described below), which is referred to as enterprise domain data sets.

The above excerpt from Heckerman describes a method for limiting or filtering a data analysis. It is not seen that this function is equivalent to mapping the data model to aggregate the transactional data for cluster analysis of shopping behavior, as described in the specification and claimed in each claim of the present application. As this limitation is also not taught or suggested in Fayyad, Blinn, or Lazarus, it is believed that each claim remaining in the present application recites an invention which is patentable over the cited references.

In view of the foregoing amendments and remarks, it is believed that the application is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,

  
James M. Stover  
Reg. No. 32,759

NCR Corporation  
1700 South Patterson Blvd.  
Dayton, Ohio 45479-0001

Tel. No. (937) 445-7663  
Fax No. (513) 719-6936